



## NYCHairbattles Hosts Its First Barber Competition

Brooklyn, NY – June 9, 2017- **New York City's first-ever** warehouse barber competition from NYCHairbattles is set to **debut in Brooklyn this August. The event, nicknamed 'No Sleep Till Brooklyn', will allow** barbers from all over the United States to compete in categories commonly requested in barbershops.

**"Barbers and stylists are more than just a haircut in the chair; they have their own history and we feel it's about time it's celebrated,"** said Alex Ponce, Promoter of NYCHairbattles.

**"Barbering is a skill that takes many years to learn and master. This event will highlight those skills and display the talent of New York's finest barbers first-hand."**

**1980s and 1990s hip hop culture and its' influence on the** barber industry will be prominently featured at the event. Bragging rights are also up for grabs in five competition categories based off of familiar New York City haircuts such as the Line Up, #NoFilter, the Brooklyn, the New York Minute and the main event, the NAS signature fade, inspired by the famous Queen-born rapper.

**"New York City has forever been the inspiration for cutting edge style and has continuously set the trend for barbers across the US and beyond. Now we're ready for someone to wear the crown and be recognized as a trendsetter in the industry,"** added Ponce.

Situated in Bushwick, Brooklyn, and surrounded by the art of the neighborhood, NYCHairbattles attendees will also have the opportunity to take in the aesthetics of a neighborhood harboring the 1980s and 1990s. The event will feature break dancing, graffiti art demonstrations and vendors with



exclusive barber products.

NYCHairbattles is presented by AA Straight Razors and will take place on August 20, 2017, from 12pm-8pm at the M. Blumberg Warehouse located at 395 Johnson Avenue in Brooklyn.

Advance tickets start at \$35 and are available online at [www.nychairbattles.com](http://www.nychairbattles.com)

Contact: Shelah Valentine  
Event Manager  
(917) 679- 9330